

Capabilities

PHP Consulting & Development

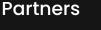


About Us Great Place 25+ To Work YEARS OF **EXCELLENCE** Certified CMMIDEV/5

Overview

Clientele

Achievements







1500+ Clients



2000+
Products Engineered



aws

10 Global Offices



50+ Countries

1500+
Applications
Developed



⚠ Google Cloud

Microsoft[®]



9 Development Centers



85% Clients Retention



12+ Awards



S shopify



Office Space 1,00,000+ sq.ft.



Industry Verticals

22+

< / > 20+
Million Development
Hours

WOO COMMERCE

Certified To Deliver Quality





This is to affirm that

NOVA ASCEND DYNAMICS

Organizational Unit: Software Development Unit

has been appraised at

Maturity Level 5

of the Capability Maturity Model Integration for Development, Version 3.0



ISO

9001:2015 Quality Management

ISO

20000-1:2011 IT Management ISO

27001:2013 Information Security

ISO

22301:2012 Business Continuity Management

What We Do

Team Augmentation

A team of 4000+ Battle Tested engineers across 100+ Different Stacks.

We are your Digital Factory, dedicated teams to supercharge your development throughput.

0 Operational Overheads.

Agile & On Demand.

Fixed Scope

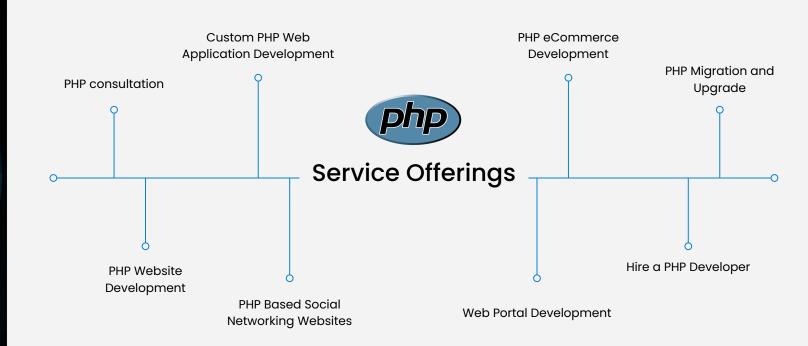
We offer meticulously crafted project specifications and timelines for cutting-edge development, seamless integrations and feature-rich solutions.

The Nova Ascend Dynamics approach ensures your projects are delivered with precision and excellence.

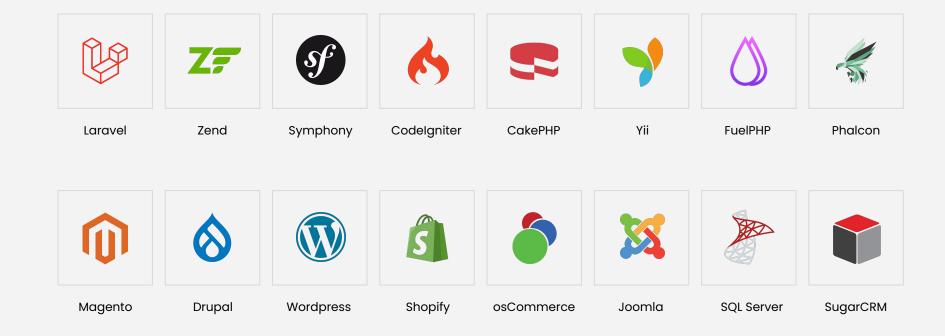
Managed Services

Our IMS services helps enterprises to run Business as usual.

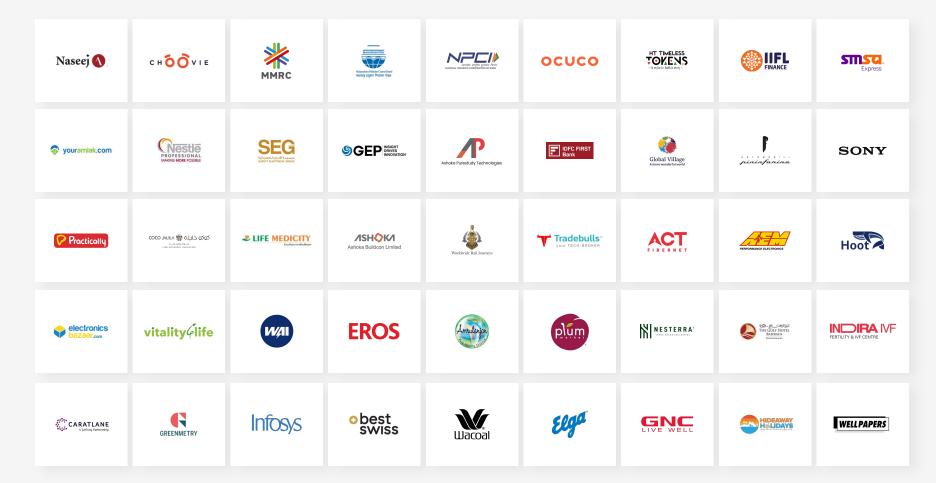
With strong SLA driven services, 24x7 Support, Governance and Technology expertise, we help to optimize processes and costs.



Our Technology Competencies



Selected Clientele





A Destination for Trendy Clothing and Accessories

Elevates e-commerce user experience with extensive customizations and seamless integrations.

uı/ux

Optimized Inventory Management

Payment Gateway

Outcomes

76% Enhanced Visual Appeal

 Integrated an external theme package and tailored design elements, boosting aesthetic appeal and user engagement.

2x Better Inventory Management

 Implemented a multi-source inventory system, optimizing warehouse configuration for efficient stock management.

35% More Diverse Payment Options

 Successfully integrated payment gateways like Paytm and CCAvenue, diversifying payment options for customers.

Challenges

Tech Stack

- Adapting an external theme package while aligning it with specific client requirements.
- Setting up a multi-warehouse inventory system with synchronizing inventory data across various sources.
- Offering multiple payment options to ensure a smooth user experience.

Technical Spotlight

- UNIX / LINUX provided a stable and secure environment for hosting the theme, ensuring reliability and security in operations.
- MySQL 5.0 provided a robust database management system, ensuring accurate storage and retrieval of inventory data.
- Efficiently integrated Paytm and CCAvenue for versatile payment options.

- Conducted thorough compatibility checks and employ a systematic approach to customize the theme as per client requirements.
- Ensure precise configuration of multi-warehouse inventory by emphasizing accurate data sync and robust tracking mechanisms for reliability.
- Integrated diverse payment gateways like Paytm and CCAvenue.









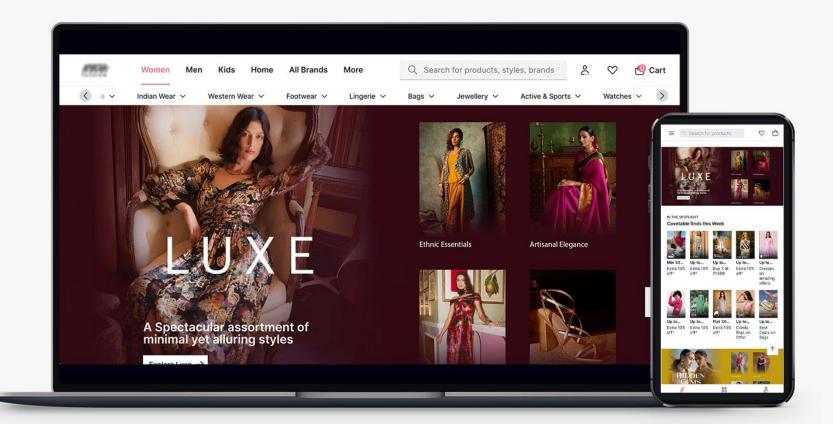












One of the Biggest Retail Mall-chains in India

Developed a mall management system that enables retailers to track sales, store data and share profit.

Web App Development UI/UX Database Management POS

Outcomes

10X Increased Efficiency

Automation of mundane tasks enhanced productivity.

8X Greater Transparency

 Resource optimization thereby bringing a considerable reduction in overhead costs.

70% Boosted Sales

• Smart and efficient application processes boosted business revenues.

Challenges

- The absence of a dedicated infrastructure for consolidating inventories and sales led to missing business opportunities.
- No system in place to track sales.
- Lack of transparency among retailers within malls.

Technical Spotlight

- Developed a point of sale application using core Java and Swings.
- Developed plugins using VB.NET for fetching the sales data from point of sale application.
- Portal for tracking sales using PHP object-oriented approach and by developing an MVC framework for the same.

- Implemented data exchange protocols and enhanced security authorization for different retailers.
- SQLite was used to develop a secure database to store retail data and sales information.
- Analytics dashboard that provides crystal clarity on overall sales, traffic, purchase patterns, and heat maps.















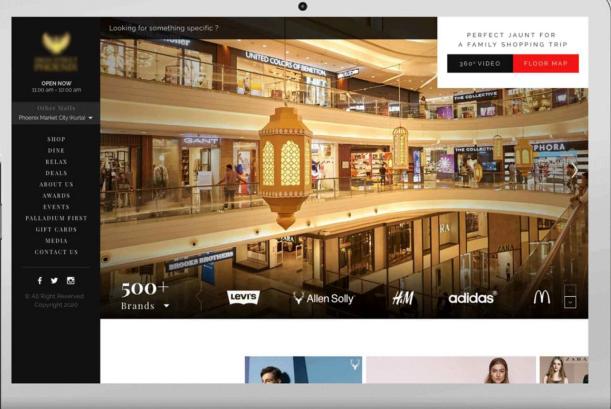








 $Q \equiv$ Dr. ☆ Event Enjoy 500+ Brands Levrs Allen Solly H.M adi TRENDS WE SET Fashion lover



A Powerful Online Optometry Appointment Scheduling Solution

Built a multi-server online scheduling solution that simplifies appointment management.

Performance Optimization UI/UX CMS

Outcomes

Improved Appointment Management

 Optimized appointment management, reducing booking errors and enhancing patient convenience.

Enhanced System Efficiency

 streamlined data processing and reduced server load, improving overall system efficiency and performance.

Increased Data Accuracy

 Ensured accurate patient and medical information, minimizing errors and improving reliability.

Challenges

- Ensuring seamless integration and interoperability across various technologies and platforms.
- Coordinating communication and data exchange between multiple servers.
- Handling complex business logic and data processing tasks, integrating multiple data sources, and managing intricate operations efficiently.

Technical Spotlight

- Employed a modular approach with JavaScript for client-side interactions and PHP for server-side processing.
- Utilized Yii Framework for efficient communication and SOAP for reliable data exchange between servers.
- Used PHP's robust server-side scripting capabilities to manage complex business logic and data processing tasks.

- Enabled seamless integration and with diverse technologies, ensuring compatibility and adaptability to various environments and user needs.
- Streamlined server communication, simplifying multi-server integration and improving system coherence.
- Allowed for efficient processing of complex operations, ensuring smooth execution of business rules and accurate data management.











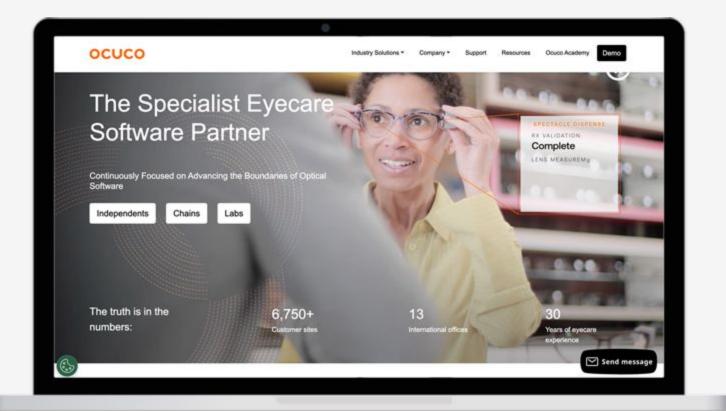












A Streamlined Digital Movie Ticket Booking Solution

Crafted a real-time ticket booking platform with dynamic pricing and advanced features.

API Development

Database Management

Real-time Processing

UI/UX

Outcomes

Enhanced Booking Efficiency

 Ensured fast, real-time ticket booking and dynamic pricing, enhancing user convenience.

Robust Data Management

 Utilized advanced database technologies and synchronization processes to ensure reliable and efficient handling of movie data and user information.

Better Cross-Platform Accessibility

 Developed the application using diverse frameworks and tools, providing a consistent and high-quality user experience across platforms.

Challenges

- Processing form submissions and managing user authentication securely.
- Managing user accounts, authentication, and personalization ensuring security and ease of use.
- Interacting with external APIs and handling data exchange between different systems.

Technical Spotlight

- Utilized PHP to process form submissions and manage user authentication securely.
- Implemented MySQL and JIRA for efficient user account management and tracking.
- Leveraged PHP to interact with external APIs and handle data exchange between different systems.

- Handled form data and supported user authentication, protecting user information and ensuring secure access to the platform.
- Managed user accounts efficiently, and helped track development tasks related to user management.
- Simplified integration with external services, facilitating smooth data exchange and feature integration.











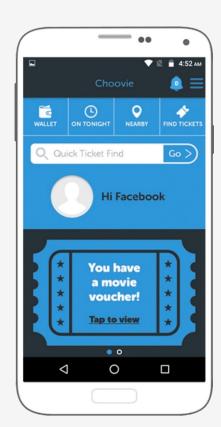


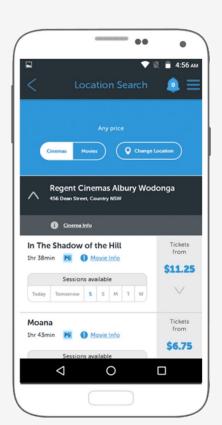


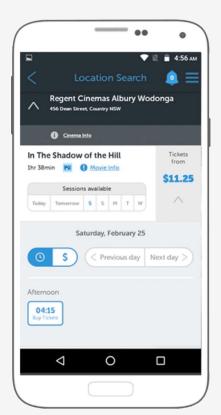












The Public Transport Entity Driving Mumbai's Metro Transit System

Built a multilingual, mobile-friendly website that provides comprehensive updates.

Content Management

Performance Optimization

API Integration

uı/ux

Outcomes

Increased CMS Efficiency

 Implemented custom CMS modules, streamlining content creation and management processes.

Improved Site Accessibility

 Responsive design and multilingual support ensured broader accessibility across devices and languages.

Robust Security Measures

 Deployment of secure coding practices and regular updates strengthened site security and data protection.

Challenges

- Managing scalability and handling increased loads, optimizing for high traffic and resource demands.
- Protecting the platform from security breaches and unauthorized access while maintaining data integrity.
- Ensuring the platform functions seamlessly across various browsers and devices

Technical Spotlight

- Used PHP's support for various caching mechanisms to improve scalability and handle increased loads effectively.
- Applied secure coding practices and leveraged PHP's security features to protect against vulnerabilities.
- Utilized PHP, HTML5 and CSS3 to ensure compatibility and optimize user experience.

- Enhanced performance and scalability by reducing server load and speeding up data retrieval, allowing the platform to handle higher traffic volumes.
- Enhanced the platform's security, protecting sensitive data and maintaining user trust.
- Enabled the creation of adaptive and responsive layouts, ensuring a consistent and high-quality user experience across devices.









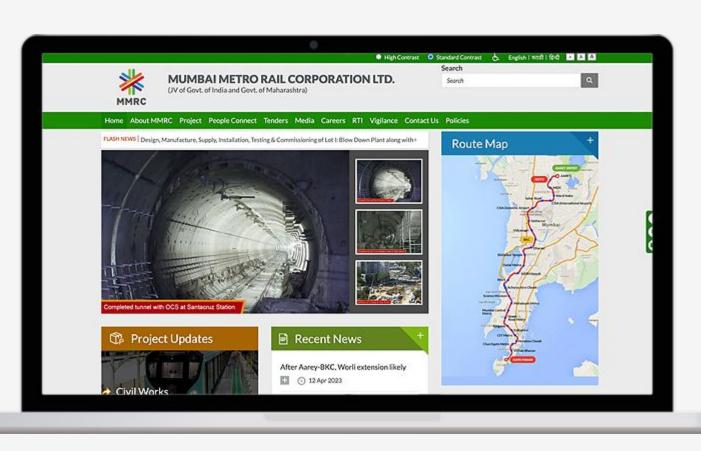












A Leading Full-Service Brokerage Firm in India

Designed a comprehensive digital tool for efficient lead management and performance tracking.

Performance Optimization

uı/ux

API Integration

Database Management

Outcomes

3x Reduced Server Response Time

 Implemented advanced caching mechanisms and server optimizations, resulting in significantly faster response times for user requests.

40% Reduced Data Transfer Costs

 Implemented data compression algorithms and optimized data transmission protocols, resulting in significant cost savings on data transfer and storage.

65% Increased System Scalability

 Implemented horizontal scaling strategies and cloud-based infrastructure, enabling the system to handle a significantly higher load with minimal performance degradation.

Challenges

- Balancing functionality with performance to ensure the app runs smoothly on different devices.
- Managing data synchronization between the mobile app and server databases to ensure data consistency.
- Designing an intuitive and user-friendly interface to enhance the overall user experience.

Technical Spotlight

- Employed Android (Java) for native app development, leveraged Chart.js and HighCharts for data visualization.
- Implemented real-time data synchronization with Node.js, Express Framework for backend development.
- Utilized PHPExcel for generating dynamic reports and data visualizations, providing users with interactive and visually appealing content.

- Resulted in a smooth and responsive app experience, enhancing user satisfaction and retention.
- Enabled real-time access to updated information, improving data accuracy.
- Enhanced user engagement and retention by providing an intuitive and visually appealing interface, leading to higher user satisfaction and adoption rates.















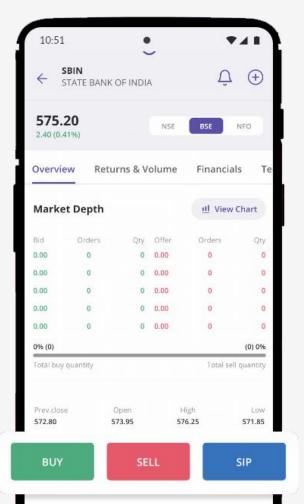


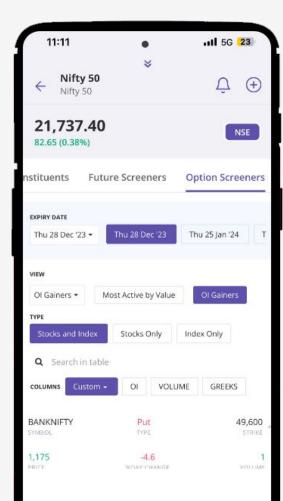


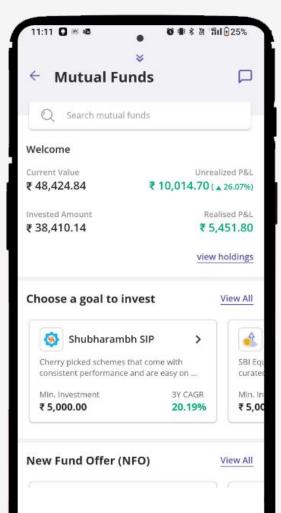












A Platform to Purchase Precious Metals in a Digitized Format

Built a user-friendly application to simplify access to various precious metals.

Cloud Services UI/UX Database Management Data Security

Outcomes

50% Faster Transactions

 Optimized network communication, reducing transaction times and enhancing user experience and efficiency in processing orders.

9x Enhanced Security

 Ensured a robust defense against potential threats and enhanced user trust.

5x Streamlined Payment Process

 Enabled a seamless payment experience, resulting in an increase in successful transactions and improving overall user satisfaction.

Challenges

Tech Stack

- Protecting user data from security threats, addressing vulnerabilities in both frontend and backend.
- Building a scalable architecture to accommodate future growth and increasing user demand.
- Integrating a reliable payment gateway for secure transactions.

Technical Spotlight

- Implemented Proguard to enhance app security, protecting against reverse engineering.
- Employed Node.js with PostgreSQL for backend development, providing a scalable and reliable infrastructure.
- Integrated RazorPay for secure and hassle-free payment processing.

- Safeguarded user data and app integrity, protecting against any potential security threats.
- Enabled the app to handle increasing user demand effectively.
- Ensured secure and efficient payment transactions, enhancing user trust and satisfaction.













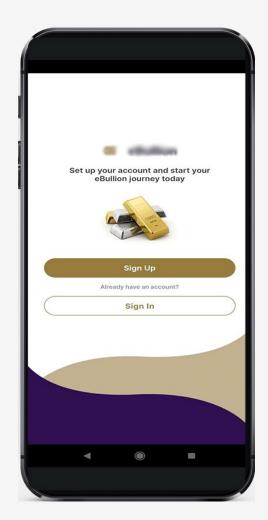


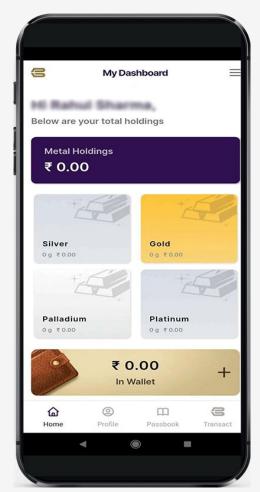


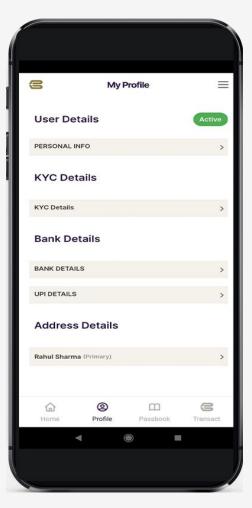












A Unique Indian Platform Offering Quick Credit Financing Nationwide

Integrated major payment gateways to enable EMI purchases from major online retailers.

Payment Integration

E-commerce Integration

Modular Architecture

Cross-Platform Compatibility

Outcomes

4x Efficient Inventory Management

 Integrating inventory service streamlined loan provision for online purchases.

Modular Architecture

• Split the app into Laravel projects based on function boosts modularity and maintenance, easing updates and enhancements.

100% Cross-Platform Availability

 App availability on Android and iOS broadened reach, enhancing accessibility and engagement.

Challenges

- Ensuring seamless functionality and user experience across both mobile and web platforms.
- Loan applications are typically lengthy and time-consuming, often necessitating multiple bank visits and physical document submissions.
- Customers need clarity about the type of loan, amount of money, EMI collection period, etc., to apply for.

Technical Spotlight

- Codelgniter and Laravel offered efficient frameworks for backend and frontend development, respectively.
- PHP and MySQL 5.0 enabled efficient data processing and storage for seamless loan application submissions.
- Leveraged Al-powered loan recommendation engine to offer personalized loan plans.

- Implemented responsive design principles and conduct thorough testing across various devices to ensure compatibility and consistency.
- Enabled users to upload required documents and apply for loans quickly and securely through the mobile application.
- Incorporated a loan recommendation engine that uses AI to provide users with a list of loan plans based on their input information.



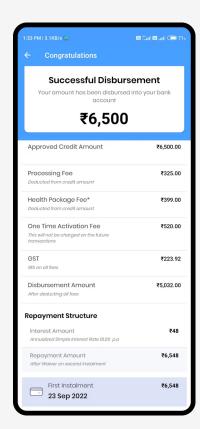


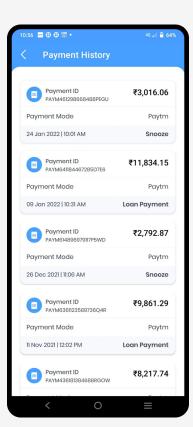


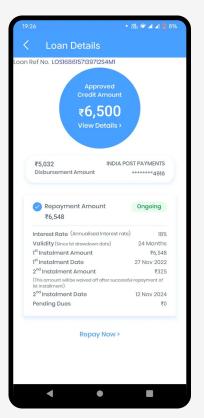












A Payment App for Direct Bank Payments to Anyone

Developed a mobile-friendly platform with custom themes and user-friendly web forms.

Scalability UI/UX Payment Integration Data Encryption

Outcomes

5x Increased User Engagement

 Enhanced user engagement through intuitive design and interactive features, resulting in a more immersive user experience.

100% Data Security

 Strengthened data security measures, ensuring the protection of sensitive user information and reducing the risk of data breaches.

70% Reduced Transaction Time

 Streamlined transaction processes, leading to a significant decrease in the time required for users to complete payments and other actions.

Challenges

- Integrating the app with existing backend systems and databases.
- Balancing the application's performance while maintaining responsiveness and minimizing load times.
- Implementing robust security measures to protect user data from unauthorized access and breaches.

Technical Spotlight

- Developed robust APIs using PHP and MySQL to facilitate seamless communication between the application and backend systems.
- Utilized AJAX to make asynchronous requests and enhance web and mobile app performance.
- Utilized PHP's built-in encryption functions and MySQL's user authentication features.

- Enabled real-time data exchange and enhanced overall application functionality.
- Utilizing code optimization techniques improved the application's performance, resulting in faster load times and smoother user experience.
- Ensured the security of user data, fostering trust among users and mitigating the risk of data breaches.









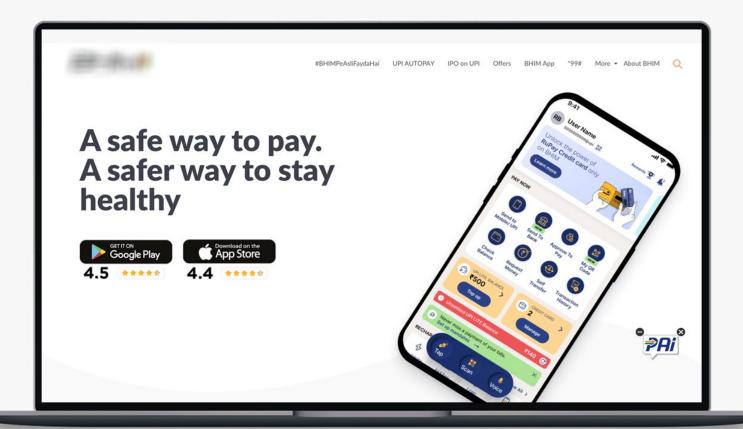












Specialists in Freight Solutions to Streamline Shipping Processes

Developed a comprehensive reporting application to optimize operations.

Real-Time Analytics

Cross-Platform Compatibility

uı/ux

Data Visualization

Outcomes

Enhanced Reporting Capability

 Optimized database queries and automated report generation streamlined reporting processes, reducing manual effort and time.

Advanced Data Visualization

 Implemented Chart.js for dynamic dashboards and graphical reports, enhancing data presentation and user insights.

Enhanced System Integration

 Developed and integrated APIs for document generation and uploading, improving system connectivity and data handling.

Challenges

- Integrating multiple data sources and APIs with varying data formats and synchronization issues.
- Generating and processing reports quickly and accurately despite large volumes of data and complex queries.
- Safeguarding sensitive documents during upload and transmission while preventing unauthorized access.

Technical Spotlight

- Utilized PHP and Laravel for seamless integration of multiple data sources and APIs.
- Used MySQL 5.0 for optimized database queries and leveraged PHP for generating reports.
- Implemented secure file upload and API handling in PHP and Laravel.

- Provided robust frameworks for handling complex integrations, ensuring smooth data flow and consistency across the platform.
- Streamlined report generation, greatly reducing processing time and enhancing efficiency.
- Secured document handling, preventing unauthorized access and ensuring safe transmission of sensitive data.











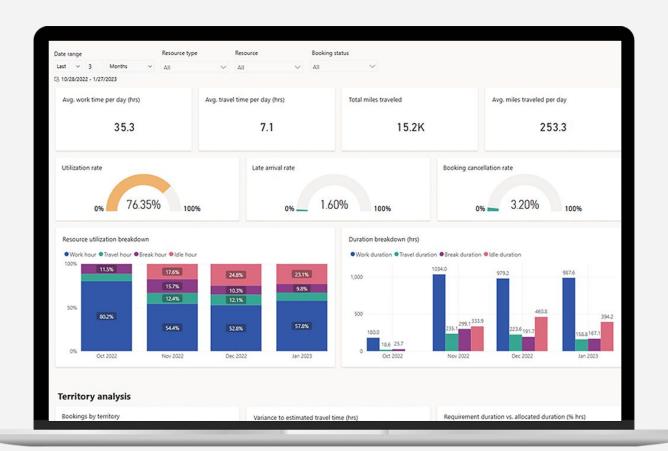












One of the World's Leading Logistics Companies

Developed an e-store platform, providing international and domestic shipping services.

Shipment Tracking

Payment Gateway

Version Control

Platformization

Outcomes

60% Better Shipment Visibility

 Implemented real-time tracking functionalities, enhancing users' ability to monitor shipment progress and location seamlessly.

5x Improved Performance

 Optimized codebase and server configuration, resulting in improved platform performance and faster loading times for users.

99% Secure Payment Processing

 Enabled smooth and secure payment transactions for users, enhancing trust and reliability.

Challenges

- Integrating various components such as payment gateway, frontend framework, and backend framework.
- Integrating external APIs, such as social media APIs for enhanced user engagement, with the platform.
- Ensuring optimal performance across different server versions and managing database queries for efficient data retrieval.

Technical Spotlight

- Implemented modular development approach using Codelgniter for backend and AngularJS for frontend.
- Utilized PHP libraries and Codelgniter framework to create wrappers for external APIs.
- Utilized MS SQL's optimization techniques such as indexing and query optimization for efficient data handling.

- Allowed for seamless integration of components, ensuring a cohesive platform that functions smoothly.
- Ensured seamless interaction with external services.
- Enhanced performance, ensuring faster data retrieval and better overall platform responsiveness.





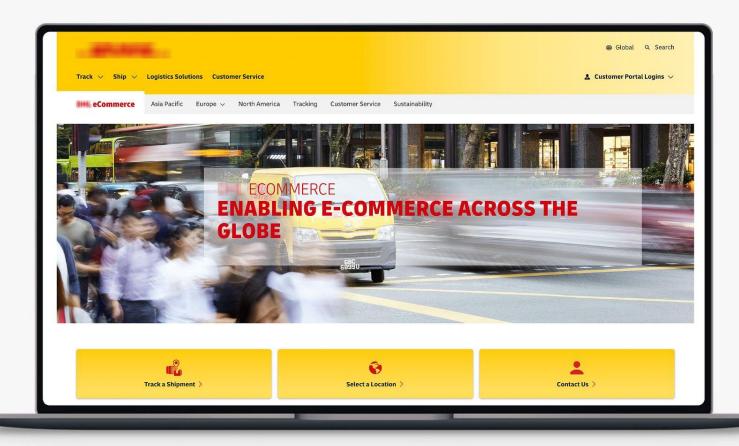












A Global Logistics Network Comprising 15 Leading Logistics Providers

Crafted a digital platform to improve user experience and functionality.

Performance Optimization

Data Security

Code Maintenance

Scalability

Outcomes

50% Improved Functionality

 Implemented new features like shipment tracking, schedule search, and optimized login navigation, improving functionality.

9x Enhanced Security

 Safeguarded user information and transactions, mitigating risks of unauthorized access and data breaches.

76% Better Data Management

 Facilitated efficient storage and retrieval of website data, enhancing performance and scalability.

Challenges

- Ensuring consistent functionality and appearance across different web browsers.
- Optimizing website performance and responsiveness, especially when handling large volumes of data.
- Managing the complexity of server-side scripting and database management.

Technical Spotlight

- Used CSS resets and browser prefixes to standardize rendering, implemented enhancement techniques.
- Utilized AJAX for asynchronous data retrieval and processing and JavaScript files to reduce load times.
- Utilized PHP frameworks for structured backend development.

- Ensured consistent user experience across different browsers, increasing user satisfaction and engagement.
- Improved user experience and retention.
- Structured codebase and efficient development practices lead to easier maintenance and scalability of the platform.





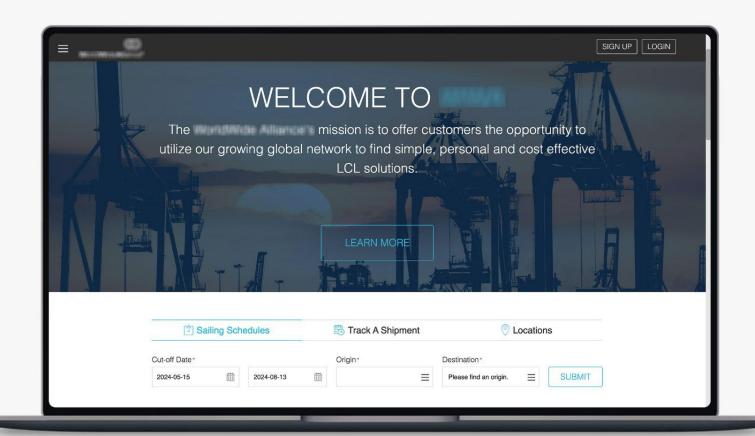












A Leading Indian Financial Company Offering a Range of Services

Built a cutting-edge online platform for trading, investments, and account management.

API Integration Data Visualization UI/UX Content Management

Outcomes

Improved Trading Efficiency

 Streamlined account management and trading processes, reducing transaction times.

Better User Tracking and Insights

 Improved tracking of user behavior, enabling more effective analysis and optimization of the user journey.

Increased Security and Stability

 Ensured robust, secure, and stable performance of all platform components and modules..

Challenges

- Ensuring that sensitive user data and financial transactions are protected against security threats and breaches.
- Integrating third-party APIs smoothly while ensuring compatibility and performance.
- Implementing a content management system that allows for the efficient display and updating of dynamic content.

Technical Spotlight

- Used HTTPS, data encryption, and secure PHP coding practices to protect sensitive user data and transactions.
- Utilized Zend's built-in support for API integration, ensuring compatibility and secure connections.
- Leveraged PHP along with a CMS to manage and display dynamic content efficiently.

- Secure communication protocols and PHP practices protected sensitive user data from potential threats, boosting trust and compliance.
- Simplified API integrations, allowing seamless communication with third-party services.
- Allowed for efficient management and display of dynamic content, ensuring the platform remains current and informative.























A UK University's Cutting-Edge Online Portal

Designed an intuitive and elegant E-commerce platform for educational events.

Cloud Integration UI/UX Scalability Data Security

Outcomes

3x Better Maintenance and Support

 Provided ongoing support for the application in maintenance mode, ensuring its reliability and continued functionality.

100% Secure Data

 Prioritized data security with MySQL 5.0, implementing robust measures to safeguard sensitive information and ensure a secure transaction environment.

70% Improved Accessibility

 Ensured compatibility with various Windows server versions, expanding the application's reach and accessibility within the university's existing infrastructure.

Challenges

- Developing an application that functions consistently across various web browsers with differences in rendering engines.
- Achieving real-time data updates and integrating with external APIs, handling data bindings and asynchronous communication.
- Integrating the application with a cloud platform like Microsoft Azure with configuration, deployment, and optimizing for cloud services.

Technical Spotlight

- Implement responsive design using Twitter Bootstrap.
- Utilize Angular for dynamic data handling and AJAX for asynchronous API consumption.
- Seamlessly integrated with Microsoft Azure, leveraging its cloud capabilities to enhance scalability, flexibility, and accessibility.

- Users experienced a uniform and reliable interface regardless of the browser they use, contributing to a positive and consistent experience.
- Created a responsive and interactive application that delivers timely information and services.
- Improved performance, scalability, and reliability, while providing a platform for future enhancements and features.





















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CMMI Level 5

Leading by Passion. Driven by Innovation

